



# 2014-15 Flu Vaccination Challenge

*Improving Flu Vaccination Rates at Michigan Colleges and Universities*



OCTOBER 13, 2014

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## Challenge Update

### Challenge Leaders

As of Monday, October 6, the following schools in each category are leading the 2014-15 Flu Vaccination Challenge.

**Small (10,000 or less students):** Hope College is in the lead, followed by Kalamazoo College

**Medium (10,001 to 25,000 students):** Eastern Michigan is in the lead, followed by Wayne State University

**Large (25,001 or more students):** University of Michigan is in the lead

We will post leaders for each category on a bi-weekly basis via MDCH social media (Facebook and Twitter) and on the [Flu Challenge Webpage](#). We will not include specific information on flu vaccination coverage levels or doses administered by school in MCIR.

### Enrolled Schools

We now have 14 schools officially enrolled in the challenge! Please welcome Calvin College to the small school category.

### Determining Student Undergraduate Population

Undergraduate population estimates were taken from an online source. MDCH sent an e-mail to all enrolled health centers in mid-

September to verify the population estimates. We didn't hear back from anyone by the deadline, so we will assume these estimates are accurate and will use this to determine the highest percentage of flu vaccination coverage award winners.

### Determining MCIR IDs

If your school health center is not currently represented in MCIR (see slide 32 from Oct. 1 webinar slides sent via e-mail) and you feel this is a mistake, please contact us. Some health centers are listed in MCIR under a practice type other than "College/University Clinic." We want to be sure to pull your health center's doses so that you are eligible for MCIR awards and are included in future progress updates.

### October Webinar Slides

Thanks to all who were able to participate in the October 1 progress update webinar. Slides are available on the Flu Challenge webpage at [www.michigan.gov/flu](http://www.michigan.gov/flu) (click on "2014-15 College/University Flu Vaccination Challenge").

### November Webinar Planning

We want to make sure you are available for the November progress update webinar. Please take this quick doodle poll by **October 15** to let us know your availability: <http://doodle.com/gx9f6hrhte5gssa4>.



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# Frequently Asked Questions

Campaign rules and regulations were distributed in late August in an effort to be fair and consistent across schools. While we are in no way going to serve as the "challenge police" we do want to be clear and transparent about the rules associated with the challenge, and the overall goals of the challenge.

## Who is the target audience for this challenge?

The intended target audience for the 2014-15 College/University Flu Vaccination Challenge are college-aged young adults. We have been looking at the data in Survey Monkey and have found that there are quite a few individuals taking the survey who are 50, 60, and even 70 years old. Of course, flu vaccination is important for all age groups, however, the purpose of this challenge is to increase vaccination rates among college-aged young adults.

## Can faculty and staff take the survey?

No. Faculty and staff cannot take the survey poll that is intended for students. While MDCH recognizes the importance of flu vaccination for all ages (everyone 6 months of age and older, every year!), the challenge is focused on college-aged young adults. If you would like to conduct a separate challenge on your campus for faculty and staff, that is a great idea, but it must be kept separate from this challenge.

## Can our health center take the self-reported vaccination poll for students?

No. College health centers are NOT permitted to enter data into the survey for students. Students must take the survey themselves. Beyond increasing coverage levels, the goals of this challenge are to raise awareness of the importance of flu vaccination among young adults and get students talking about the flu.

## Are we required to enter data into MCIR?

According to the challenge rules, all enrolled schools are required to enter all flu vaccine doses administered by the health center into MCIR. While we would still like to keep this rule in-tact, we are willing to work with those of you who are unable to get all data into MCIR this season.

You will not be eliminated from the challenge if you do not enter doses into MCIR, although this is an immunization best practice. Data obtained from MCIR will be used to determine additional award winners. If your school doesn't enter data into MCIR, you will not be eligible for the additional awards but you can still win the overall challenge for your size category.

Remember, state law requires health care providers to enter immunizations administered to every child born after December 31, 1993 and less than 20 years of age into MCIR.

## How are overall winners determined?

The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge. Three awards will be given out.

## For additional clarification, please download the Rules and Regulations document.

- Go to: [www.michigan.gov/flu](http://www.michigan.gov/flu)
- Click on "2014-15 College and University Flu Vaccination Challenge"
- See "campaign materials" section



## Social Media

During the September 4 campaign kickoff, MDCH distributed [sample social media messages](#), along with the press release. Please be sure to utilize these messages at your institution. All messages can be customized to meet your institutions' needs. Don't forget to use the official Flu Challenge hashtags and accounts below, as this will help in our tracking purposes to see the reach of our messages.

- #flu challenge
- #flu selfie



Stefanie DeVita, Influenza Epidemiologist, getting her annual flu shot. Show us your #fluselfie!



Courtnay Londo, Adolescent & Adult Immunization Coordinator, giving a thumbs up for flu protection.

# Printed Campaign Materials

By now you should have received a box with the following printed campaign materials:

- Official campaign flyer with school logos and link to self-reported survey
- Two vaccine-preventable disease story posters – including Niko's story and Ashley's story
- Flu and You poster, targeting college-aged young adults

Be sure to post these materials in your health center and around campus at health professions schools, residence halls, cafeterias, and other buildings where students congregate.

We also sent printed copies of these materials to a limited number of residence halls and student life groups that we have contact information for. If you want your

residence halls or student life groups on campus to receive these materials, please send the address and name of the contact person to Stefanie or Courtney, and we can send some materials their way.

Additionally, printed materials were distributed to local health departments and pharmacies in the counties of enrolled institutions. We hope this helps to increase survey reporting and overall campaign awareness, as the school logo flyer will now be located throughout the communities that students live and work in.

## Need More Materials?

To reiterate, we have a small stockpile of materials at MDCH so if you need more posters or flyers for your health center or other groups on campus, contact Stefanie or Courtney and we will send some your way.

## RESOURCES

[2014-15 Flu Challenge Webpage](#)

[College/University Flu Vaccination Toolkit](#)

[Sample social media messages](#)

[Sample e-mail to student body](#)

[Flu Infographic for Young Adults](#)

[Ashley's Story](#)

[Niko's Story](#)



## UPDATE FROM ALANA'S FOUNDATION



### Need Help Spreading the Word about the Importance of Flu Vaccine?

Alana's Foundation has partnered with MDCH on the 2014-15 Flu Vaccination Challenge and they are available to:

Strategize on ways to make this campaign a success at your school

Travel to health fairs and other on-campus events, as schedules permit

### Vaccine Assistance Grants Available to Enrolled Schools

Vaccine assistance grants are available from Alana's Foundation to all schools enrolled in the 2014-15 Flu Vaccination Challenge. Grants are available on a pilot basis and two schools have applied for and received grants so far, with two additional schools expressing interest.

Flu vaccine must be used on uninsured and underinsured students at no cost and no administration fee can be assessed. To apply for this grant opportunity, contact [info@alanasfoundation.org](mailto:info@alanasfoundation.org).

### Take Alana's Flu Challenge!

Watch the challenge:

<http://www.youtube.com/watch?v=mggt1XExoHo>

Post a video of YOU getting your flu vaccination or wear your rival school "gear" for 24 hours or make a donation to Alana's Foundation.

#ALANASCHALLENGE  
#ALANASVAXCHALLENGE  
#ALANASFLUVAXCHALLENGE  
#FLUVAXCHALLENGE

Don't forget to challenge at least one other person to get their flu vaccine!

## Print Ad and PSA Targeting Young Adults

In some of our past webinars, we have talked briefly about an external collaboration that exists to help generate some noise on your campus about the Flu Challenge.

This partnership has developed a PSA to raise awareness about the importance of flu vaccination among college-aged young adults.

This PSA will be finalized the week of October 27th and we will be distributing it to all of you for your use as soon as it becomes available.

We encourage all of you to post the PSA on your social media sites and to distribute to students in whatever way that you can.

Below is a print ad sharing Niko's story and encouraging students to take the challenge. bioCSL/KYNE will place the print ad in each of the enrolled schools' newspapers.

Please utilize the electronic version attached to this e-mail to promote flu vaccination on your campus. We hope these resources will be useful to all of you and will resonate with college-aged young adults.

**I'M DOING IT FOR  
MY SISTER.  
TAKE THE CHALLENGE TODAY.**

**I lost my sister to the flu.  
Alana was healthy one day, and  
gone the next!**

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

**Visit your campus health center or find a clinic  
at [flushot.healthmap.org](http://flushot.healthmap.org), and join the challenge  
at [www.surveymonkey.com/s/flubattle](http://www.surveymonkey.com/s/flubattle)**

bioCSL Alana's Foundation FAMILIES FIGHTING FLU

AFL14-10-0037 10/2014

*Print ad to be distributed through enrolled institutions' student newspapers in October.  
The ad shares Niko's story and includes a call to action to participate in the Flu  
Vaccination Challenge. A link to the survey and QR code are included on the ad.*